

THE INTERACTIVE EXCHANGE

THE MARKETPLACE FOR THE INTERACTIVE PROFESSIONAL

VOLUME III
NUMBER 12
DECEMBER 1991



POSITION SOUGHT	HARDWARE FOR SALE	MISCELLANEOUS
West Coast Interactive Designer/Computer Artist seeks full time position. Sample diskette and video available upon request. Call Lisa Lopuck, 818/240-9480.	HARDWARE FOR SALE Two Infowindow 4055 monitors with graphics card, GPIB, and graphics jumper card. Never used, make offer. 303/449-4999. Mike Franklin.	Journal of Educational Multimedia and Hypermedia Articles discuss the international research and development related to Multimedia and Hypermedia in education at all levels. Columns include Developer Dialogue, Product/Book Reviews, Viewpoints, and Multimedia Projects: Issues and Applications. Quarterly. \$45/year. Association for the Advancement of Computing in Education, PO Box 2966, Charlottesville VA 22902, 804/973-3987.
MISCELLANEOUS	HARDWARE WANTED	
Reserve Your Space Today for the January 1992 issue of <i>The Interactive Exchange</i>: Distribution at the Winter Consumer Electronics Show, Las Vegas NV A full-page ad or an insert in the next issue of <i>The Interactive Exchange</i> will call attention to your products and services. Call our offices today at 703/241-1799 to reserve your space. DEADLINES: Space Reservations: Dec. 10 Materials: December 20	WANTED: 10 to 100 used interactive systems. Call 9 AM to 5 PM, Hawaii time. 808/329-7305.	
	MISCELLANEOUS	This space is seen by 14,000 interactive multimedia professionals every month. It's easy and cost-effective to reach them through a classified ad in <i>The Interactive Exchange</i> . Don't wait. Call our offices today. 703/241-1799. Or for even faster service, fax your ad to us at 703/532-0529.
	Looking for the right person for your team? Want to promote your services to the right people? An ad in the <i>The Interactive Exchange</i> is an easy way to reach the cream of the interactive crop. Call our offices today at 703/241-1799 to reserve your space. EXCESS INVENTORY? Sell off that old stock with an inexpensive classified ad in <i>The Interactive Exchange</i> . Call 703/241-1799.	

The Interactive Exchange is published monthly (except a double July-August issue) by Monitor Information Services, a division of Future Systems Inc. Volume III: Number 12 (December 1991). Entire contents are copyright © 1991 Future Systems Inc. All rights reserved. Publisher: Rockley L. Miller. *TIE* is distributed free of charge to subscribers of *Multimedia & Videodisc Monitor* and members of the International Interactive Communications Society (IICS) and Interactive Multimedia Association (IMA). Individuals who are not members of any of these groups may subscribe to *The Interactive Exchange* at \$15 per year. Prepaid subscriptions only.

Rates: Line (per-word) classified advertising: \$2.00 per word. Additional box number: \$15.00 per ad (US and Canada) or \$30.00 per ad (overseas). Display and insert rates available upon request.

Box Numbers: To reply to our box numbers, send to The Interactive Exchange, Exchange Box [BOX NUMBER], 5929 Lee Highway, Arlington VA 22207. **Closing date for copy is the 20th of the month prior to publication, except for the July-August issue (deadline July 9).**

The Interactive Exchange, Monitor Information Services, PO Box 26, Falls Church VA 22040-0026; Shipping: 5929 Lee Highway, Arlington VA 22207; Phone 703/241-1799; Fax 703/532-0529; Compuserve ID 75236.1717; MCI Mail 204-7849.

IICS International Interactive Communications Society

The International Interactive Communications Society (IICS) brings together professionals and educators from the allied fields of:

- Video/Graphic design
- Instructional design/development
- Computer science
- Multimedia production
- Marketing/Promotion/Publishing
- Interactive communications

IICS is dedicated to the advancement of interactive/multimedia technologies.

By joining IICS, you will enter an active, growing network of professionals willing to share:

Ideas ★ Applications ★ Techniques

You will build relationships with the most creative industry leaders.

The IICS features:

- ✓ Local Chapters throughout US, Canada, Japan & Denmark
- ✓ Membership Directory - updated annually
- ✓ *Reporter* - monthly newsletter
- ✓ *Interact* - IICS journal
- ✓ Annual Mark of Excellence Awards
- ✓ Discount coupons - 36 bonus industry categories such as *Multimedia and Videodisc Monitor subscriptions*

Annual Membership Fees:

- \$75 Individual • \$500 Corporate (inc. 8 staff) • \$40 Full-time Student

IICS EXECUTIVE OFFICE: PO Box 1862, Lake Oswego OR 97035
Phone: (503) 649-2065 FAX (503) 649-2309

NEW AND UPDATED!

Videodiscs in Museums: A Project and Resource Directory Revised and Updated 1992 Edition

**SPECIAL
Pre-publication Offer
20% off the NEW
VIDEODISCS IN MUSEUMS
REPORT**

Videodiscs in Museums is the leading resource for the museum professional who is exploring videodisc technology. An invaluable guide to the growing museum market, this report features an international listing of museums that use videodiscs not only to enhance exhibits and collection data bases, but to stimulate visitor participation and interaction, as well.

Learn how videodiscs provide more durability, lower maintenance, and better reproduction quality than traditional tape media. Inside, you'll find data on hardware and software suppliers, exhibit designers, consultants, related references, associations, and conferences.

Scheduled for delivery in January 1992 at \$75.00, this excellent report is available for a limited time at a **SPECIAL PRE-PUBLICATION PRICE OF \$60.00. That's a 20% savings!** To qualify for this pre-publication discount, mail orders must be received with payment **by 15 December 1991**. Or, you may use a credit card to order your report by telephone. Just call the number below.

To Order, Call TOLL-FREE: 1-800/323-DISC, extension 18

ALL NEW! ORDER TODAY!

Books and References from the *Monitor*

○ **Multimedia Applications Development: Using DVI Technology** by Mark Bunzel and Sandra K. Morris, is a new 300-page comprehensive guide to the production of DVI multimedia software applications. It includes in-depth sections on steps to production; guidelines for budgeting and management; evaluation tips and recommendations for production and programming techniques; authoring and programming software tools for DVI applications; and steps to final testing, distribution media, and copyright issues.

Mark Bunzel is president of Avtex Research Corporation, and is a key consultant to Intel on the development of DVI technology. Sandra K. Morris is manager of Developer Programs for Intel's Multimedia Products Operation.

Published by McGraw-Hill Inc., 300 pages, 100 illustrations, 0-07-043297-X (cloth) — November 1991, \$39.95.

○ **Multimedia Handisc** is a complete Macintosh multimedia handbook on CD-ROM. The disc provides a wealth of valuable information — and some good software to boot. It contains a three-act screenplay covering pre-production, production and post production of multimedia titles and presentations and Curtain Call software to let you create and save a multimedia presentation.

It also includes a glossary of terms, close to 100 multimedia software demonstrations, hundreds of buttons, backgrounds, photos, animations, sounds, and music; Hypercard tutorials, CD Audio DJ software that allows CD audio play from within Macromind Director and Paracomp Film Maker, and a variety of free programs and utilities. As a special feature, the disc includes the first commercially available Quick Time movies and pictures and a Quick Screen product for capturing screen activity in Quick Time movie format. Requires a color Mac with 68020 processor, 4 MB RAM, and System 6.07 or higher.

Published by CD Technology, CD-ROM, 1991, \$99.00.

○ **European Multimedia Yearbook 1992**, by Jim Ayre, Jane Callaghan, and Signe Hoffos of Multimedia Ventures. Our hat is off to the editors — this *Yearbook* is an incredibly adept wrap-up of the entire multimedia industry. It contains summary articles on every conceivable aspect of the technologies and issues, market overviews, interviews with leaders in the field, a glossary of terms, a directory of UK and European companies with meaningful indexes by platform, country, product or service, and more. This yearbook is must reading and a solid reference anyone in the industry — not just for Europeans, but the rest of us as well.

Published by Interactive Media International, 332 pages, November 1991, \$125.00.

○ **The IBM Multimedia Handbook** by Steve Floyd. There is nobody better to cover the IBM multimedia waterfront than Floyd, who has been an award-winning developer on every IBM platform since day one. The book includes chapters on IBM Multimedia products, media technologies, the development cycle, application areas, the future, and a directory of resources. Fully indexed, this is a particularly great book for newcomers to the field who want a solid nutshell overview of the IBM track in the marketplace without getting buried in technical jargon.

Published by Brady Books, 334 pages, ISBN 0-13-424169-X, 1991, \$34.95.

○ **The Complete Membership Directory of the Interactive Multimedia Association 1991-1992** is a fully indexed listing of the more than 200 member companies of the IMA. Includes descriptions, key areas of business, key personnel, and contacts.

Published by the Interactive Multimedia Association, 242 pages, 1991, \$45.00.

To order, call **1-800/323-DISC** (800/323-3472) or 703/241-1799. Fax 703/532-0529. Or send your order to Monitor Information Services, PO Box 26, Falls Church VA 22040-0026. Add \$4.00 shipping and handling for the first item, \$1.50 for each additional item. (Canada, add \$6.00 for the first item, \$3.00 for each additional item.) Outside the US and Canada, add \$10.00 for the first item, \$6.00 for each additional. Payment must be made in US funds on a US bank. Please, payment must be received with order. American Express, Visa, and Master Card accepted.



Amdahl, Caterpillar, American Express, Intel, J.C. Penny, Prudential, Andersen Windows, Aetna and AT&T. There were several panel discussions on implementation and planning issues and daily presentations by consultants and vendors on EPSS concepts and tools.

One definition of EPSS was presented by **Barry Raybold**, who is an experienced consultant and developer of EPSS: "An electronic performance support (EPSS) is a computer-based system that improves worker productivity by providing on-the-job access to integrated information, advice and learning experiences." Thus, the emphasis is on performance improvement at the workstation in a just-in-time mode. In this frame of reference, CBT and IVD are just two of many electronic sources of information that a user may call upon. EPSS might best be described as an umbrella concept: the merging of various techniques, technologies and tools in such a way as to make moving from one form of information access to another easy for the worker.

An EPSS usually consists of three main components: the information data bases structured for hypermedia access, interactive learning modules which are specific and context-sensitive and an advisory system that provides a guided decision path.

Gloria Gery provided the opening and closing addresses and announced the availability of her new book *"Electronic Performance Support Systems."*

For further information contact: Dennis Miller (214) 301-8066.

1992 TECHNOLOGY TOUR

Al Pitts, Special Projects Chair is working on a fall 1992 Technology Tour to Europe. 10-14 days. Are you interested? FAX (215) 565-3540

ANNOUNCEMENTS

The International Board Meeting will be held February 5, 1992 at the Headquarters Grand Hyatt, Washington DC (hosting INFOCOMM) in the Burham Room at 4:00 PM. The International Board Meeting is open to all IICS Members. If you have any matters that you want brought before the Board for action, now is the time to notify your Chapter Representative or call Bernie Mitchell directly for placement on the agenda.

The Washington DC Chapter will be hosting a Chapter Meeting on February 6 from 5:30 PM till 7:00 PM in conjunction with INFOCOMM. This will be a positive time for the Society to reach a broad number of professionals who will be attending the Conference.

This month's trivia question...What was the only mass produced videodisc player that the disc moved instead of the head? Respond by FAX (215) 674-0607 or mail to Publications Chair.

The IICS is being provided, by the INFOCOMM Organizers, with a table to distribute Society information to conference attendees. If you would like to devote a block of time to working the table, please contact Debbie Palm (503) 649-2065. Conference exhibit hall dates are February 6 - 8.

The IICS is working with the NCGA by providing them with the IICS mailing list. So we can track if this is a viable idea, please indicate that you are an IICS member when you file your conference registration form. The conference will be held March 9-12 1992 at the Anaheim Convention Center.

The trivia question in the October issue was a tough one..."By whom, where, how and what year was the first publicly demonstrated laser disc touch screen application presented?" Answer: Dr. Robert Wooley, of Utah State University, at the ICIA Teachers Conference in New Orleans LA, summer 1979. He put a box with infra-red detectors over a monitor. Submitted by John Browne, Optical Disc Corporation.

CHAPTER NOTES

The following Chapters Newsletters were received by the IICS REPORTER editorial office this month. If your Chapter isn't listed please add the REPORTER to your mailing list.

Indiana Chapter has developed a great Membership Survey. It covers all areas of information that will help the Chapter grow and serve its Members (and encourage the mailing list to become Members). Membership Chair Marty Whalen (317) 230-4283.

New York Chapter recently held an interesting meeting at AT&T Bell Labs. The topics included virtual reality, voice recognition and synthesis and the demonstration of a sophisticated multimedia terminal incorporating DVI with CD-ROM and On-line information.

Delaware Valley/Philadelphia Chapter's next meeting will cover a panel on visualization and computing "New Ways of Seeing". The meeting will be held December 10 - call Hotline for details.

Seattle Chapter is pleased to be back up and running. They have set regular monthly meetings. The

continued on page 5

CONFERENCE QUESTIONS

With the plethora of interactive/multimedia conferences that are now vying for our attention (and dollars) Tasha Kidd put together some suggestions for consideration when reviewing conferences to attend.

As a result of longevity and exponential growth in interactive/multimedia technologies, approaches and applications, conference attendees can be classified into several target audiences with diverse needs. Conference attendees generally fall into five groups: Highly-experienced, Newly-experienced, Novice to development, Novice to what interactive is and Vendors. This creates the perplexing dilemma for conference organizers of targeting specific groups needs or trying to cover all bases.

To leverage the contributions of presenters into a more useful form, and ultimately, to draw more attendees (and vendors) to a conference, conference organizers should reflect the diverse, function-based needs of the growing interactive community of users and developers.

As a potential attendee exploring specific conference attendance, you need to identify which of the following chart categories most directly identify you as a 'target audience' and what knowledge and information you expect from the conference.

If the conference advertising literature isn't completely answering these criteria - call and question the conference organizers. Don't commit to a conference until you have all your questions fully answered.

No conference can be all things to all people. As interactive/multimedia itself begins to cross vertical barriers in the marketplace,

it might be appropriate to begin to approach our conferences from a similar cross-discipline, function-oriented, just-in-time presentation approach.

Editor's note: If you have further conference selection or suggested criteria recommendations — call (215) 297-0679, FAX (215) 862-5942 or write IICS REPORTER, PO Box 0233, Solebury PA 18963-0233.

Target Audience	Dominant Conference Interests	Conference contributions
Highly experienced	<ul style="list-style-type: none"> • New technologies • New tools • New applications • New approaches • New vertical markets • Market and funding opportunities and pitfalls • Legal issues • Time/cost-saving techniques • Special show promotions by vendors • Networking with peers 	<ul style="list-style-type: none"> • Present tips and fundamentals to less experienced • Share latest applications • Share with peers • Catalyst for future "industry" plans and events
Newly experienced	<ul style="list-style-type: none"> • Same as above • Some of below • Old approaches that have been proven to work (such as instructional systems design principles) 	<ul style="list-style-type: none"> • Share new applications • Share lessons learned • Contribute to industry plans
Novice to development	<ul style="list-style-type: none"> • Some of above • Some of below • Development elements, tools and methods • How-to fundamentals • Project management • Foundational principles • Technology-specific workshops • Identify resources 	<ul style="list-style-type: none"> • Represent potential buyers to vendors • Represent potential clients for veterans • Provide eager audience for presentations and basic workshops • Represent expanding markets
Novice to what "interactive" is	<ul style="list-style-type: none"> • Introduction to interactive • Applications and uses of interactive multimedia • Interactive fundamentals • Performance benefits and case studies of interactive vs. traditional approaches • Identify resources 	<ul style="list-style-type: none"> • Same as above
Vendors	<ul style="list-style-type: none"> • Sell products • Meet potential buyers • Present features and benefits of their technologies or solutions • Distribute literature • Collect names to add to qualified lead lists 	<ul style="list-style-type: none"> • Make announcements • Provide development tools • Provide hardware platforms • Provide solutions • Provide sneak previews • Make referrals • Catalyst for industry plans and events

December 18 meeting will feature Art and Technology providing the opportunity to see interactive art and hear from the artists who created the works. For Chapter information contact Mark Protus (206) 828-1627.

San Diego Chapter has a great idea...they developed IICS business cards. The cards include the Hotline number and how to get information on the Society. Great for bulletin boards or passing out to fellow professionals.

Los Angeles Chapter Past President Bob Steel notes that due to Chapter expansion, volunteers are needed to share the load. Contact Steel at (818) 363-0272.

Chicago Chapter reports that their Job Hotline is getting results. This is a benefit available only to Chicago Chapter Members, not their entire mailing list. Good way to promote IICS Membership.

San Francisco Chapter reports an exciting meeting barcode hopping with Perry Reeves. Reeves is an exciting speaker, he has been active in the videodisc industry for over a decade. Another meeting attendance booster included in the SF Chapter Notes was a 'Meeting Coupon' for half off the non-member meeting fee. Again building incentives for meeting attendance.

Washington DC Chapter is still taking orders for the one-hour VHS tape "Interactive Industry Update 1991" featuring Rockley Miller. \$75 IICS Members. \$95 Non-members. *Does your Chapter have a copy in its library?* Order directly through Future Systems (703) 241-1799.

NEWS BRIEFS

The Society For Applied Learning Technology announces a request for papers for the August 26-28, 1992 Conference. For specific topics and guidelines contact SALT Program Coordinator (703) 347-0055. Deadline for applications is February 14, 1992.

The Society for Technical Communications Scholarship applications are now available. These scholarships are available to full-time graduate and undergraduate students pursuing careers in technical communication. To obtain an application contact STC Office, 901 N Stuart St, Ste 304, Arlington VA 22203, (703) 522-4114. Deadline for application is February 15, 1992.

Please note that effective October 21, 1991 Applied Learning International has changed its name to National Education Training Group. The current address and phone number remains the same.

The CD-I Association of North America has been formed. Over 100 publisher, manufacturers and developers have joined the CDIA which held its first formative meeting at the CD-I One Publishers Convention. For details contact Jo Ann Campbell at (310) 444-6619 or FAX her at (310) 479-5937.

Kevin Gillen, formally of Capitol Video in Washington and Vice President of the Washington DC IICS Chapter, announces Gillen Interactive Group, Inc. Gillen will head the sales representative and marketing consulting company specializing in interactive communications. For further information: (301) 253-9518 or write GIG, PO Box 5283, Laytonsville MD 20882.

UCLA Extension short course CD-Rom and Multimedia Technologies, January 21-24 with Ash Pahwa & Edward A. Fox. Information call (213) 825-1047, FAX (213) 206-2815.

The Health Sciences Consortium has published its new catalogue of interactive videodisc programs for a copy call (919) 942-8731. The HSC is also interested in programs for the InfoWindow environment. Contact Will Grossman, at the above number, for information.

CONFERENCES

January

28-30 Computer Graphics Show, New York NY [301] 587-4545.

February

3-9 INFOCOMM, Washington DC [703] 273-7200.

7-8 SMPTE Advanced TV & Electronic Imaging Conference, San Francisco CA [914] 761-1100.

17-21 Image World Dallas, featuring Video Expo & CAMMP, Dallas TX, [800] 800-KIPI.

26-28 SALT, Orlando FL, [703] 347-0055.

27-28 Media '92, Los Angeles CA, [617] 361-1031.

27-29 Multimedia '92 Pacific Expo, Vancouver BC Canada, [416] 660-2491.

March

10-12 International Conference & Expo on Multimedia & CD-ROM, San Francisco CA, [203] 964-8287.

What are your **competitors** up to *right now?*

To find out, read **Multimedia Industry Week**

- ▲ exclusive reports on Microsoft, Apple, IBM strategies
- ▲ exclusive interviews with key executives
- ▲ the **only** single source for all the week's multimedia news
- ▲ your guide to this fast-changing field

See for yourself. Call 503-682-8453 for your **free** copy.
If your competition reads *Multimedia Industry Week*,
can you afford not to?

Multimedia Industry Week

The competitive edge from Insight in Action.

FROM OUR DANISH CHAPTER

The Lord's Prayer *(in computerese)*

Our Father who art in the computer.
Hallowed be Thy operative system.
Thy user network come.
Thy will be done
On screen as it is in print.
Lead us not into bugged programs
And free us from delayed response time.

Give us this day our daily hard copy
And forgive us our typing errors
Though we can never forgive those
Who deliver bugged programs.
For Thine is the system and the power
Over all personnel
Forever and ever. (Enter)

This prayer was an anonymous contribution to a paper bulletin board at the computer center sponsored by the City of Copenhagen. The center offers a well equipped public computer lab staffed by long term unemployed youth who help the people who sign-up for time at the center to find their way around new programs and unfamiliar hardware. It has been in existence for several years and has been a super success.

CHAPTER HOTLINES

Boston [617] 738-4427
Chicago [708] 515-5630
Danmark +45 38 88 21 98
Del Val/Phila [215] 891-2744
Indiana [317] 497-7627
Japan +81-3-3587-8700
Los Angeles [818] 363-0272
New York [212] 744-3779
San Diego [619] 530-3522
San Francisco [415] 328-7318
Washington DC [301] 585-5538

Has your Chapter added a Hotline that I don't know about? Please call Roberta at (215) 297-0679. Chapter Hotlines are a great communication tool. The DelVal/Phila Chapter receives an average of 7 to 10 messages each week. These are potential IICS Members.

Join the International Interactive Communications Society!

Name _____ Day Phone (____) _____
Address _____ FAX (____) _____
City, State, Zip _____
Company _____ Title _____

Annual Fees: ☐ Individual \$75.

☐ Full-Time Student \$40.

☐ Corporate \$500. (Include names and addresses of 8 staff members)

(Confirmation of full-time status & ID)

Referred by: _____

Please send to your local chapter.

If there is no chapter in your area, send to IICS Executive Office— PO Box 1862, Lake Oswego OR 97035